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CLAIM AMENDMENTS

No claim amendments are made hereby, but the following set of clean claims is provided for the Examiner's convenience:

1. - 37. (Cancelled)

38. (Previously Presented) A method of delivering digital content, comprising:
receiving a request from a customer for transfer of A/V content in digital form to the customer;
receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;
transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;
providing limited usage rights to the A/V content to the customer;
presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;
wherein the customer is presented with the opportunity in a menu displayed at least just prior to, during or just after presentation of the full selection of A/V content; and
enabling the customer to store the selected portion if the customer elects to complete the transaction.

39. (Original) The method according to claim 38, wherein the transaction attaches a second usage rule to the selected portion.

40. (Original) The method according to claim 39, wherein the transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected

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portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

41. (Original) The method according to claim 38, wherein the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

42. (Previously Presented) The method according to claim 38, wherein the presenting and enabling take place within a designated period of time defined by the first usage rule.

43. (Original) The method according to claim 38, wherein the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

44. (Cancelled)

45. (Original) The method according to claim 38, wherein the transferring comprises one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

46. (Previously Presented) A computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 38.

47. (Cancelled)

48. (Previously Presented) A method of acquiring rights to digital content, comprising:
 sending a request to acquire limited digital rights in audio/video (A/V) content to a content provider;
 sending a payment for the digital rights to the content provider;

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receiving the A/V content in digital form from the content provider, the digital form of the A/V content comprising at least an audio portion and a video portion;

receiving the limited usage rights to the full selection of A/V content from the content provider;

displaying a menu providing an option to acquire additional digital rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content;

sending a request to the content provider, wherein the request comprises a request to acquire the additional digital rights to the selected portion; and

storing the selected portion distinct from the A/V content.

49. (Original) The method according to claim 48, wherein the storing comprises receiving a key code from the content provider to permit storing the selected portion.

50. (Original) The method according to claim 48, wherein the storing comprises receiving a download from the content provider.

51. (Previously Presented) The method according to claim 48, wherein the additional digital rights to the selected portion is associated with a usage rule that defines rights to one of: unlimited play the selected portion, play of the selected portion for a designated period of time, and play of the selected portion a designated number of times.

52. (Original) The method according to claim 48, wherein the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

53. (Original) The method according to claim 48, wherein the sending and storing take place within a designated period of time defined by a usage rule attached to the A/V content.

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54. (Original) The method according to claim 48, wherein the A/V content comprises one of a motion picture, a television program, a documentary and a music video.
55. (Cancelled)
56. (Original) The method according to claim 48, wherein the A/V content is received by one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.
57. (Original) The method according to claim 48, wherein the digital rights to the selected portion is associated with a usage rule that defines rights to limitations on a number of copies of the selected portion that can be made.
58. (Original) The method according to claim 48, wherein the digital form of the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.
59. (Original) The method according to claim 48, wherein the digital form of the A/V content is associated with a usage rule.
60. (Original) The method according to claim 59, wherein the request to acquire digital rights to the selected portion is sent before the usage rule expires.
61. (Previously Presented) The method according to claim 48, wherein the menu has a menu selection for acquiring digital rights to the selected portion.
62. (Previously Presented) A tangible computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 48.

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63. - 71. (Cancelled)

72. (Previously Presented) A method of acquiring digital content, comprising:

- sending a request for limited usage rights to a full selection of audio/video (A/V) content to a content provider;
- receiving audio/video (A/V) content in digital form from the content provider, the digital form of the A/V content comprising at least an audio portion and a video portion;
- receiving the limited usage rights to the full selection of A/V content from the content provider;
- presenting a customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image indexed by the TOC, wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and
- enabling the customer to store the selected portion if the customer elects to complete the transaction.

73. (Previously Presented) The method according to claim 72, wherein the transaction comprises purchasing the selected portion of the A/V content.

74. (Original) The method according to claim 73, wherein the purchase secures usage rights to store the selected portion distinct from the A/V content.

75. (Previously Presented) The method according to claim 72, wherein the receiving the A/V content comprises one of: downloading the A/V content, streaming the A/V content and transmitting the A/V content as a real time transmission.

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76. (Original) A method according to claim 72, wherein the stored selected portion is stored subject to digital rights associated with a usage rule.

77. (Previously Presented) The method according to claim 76, wherein the usage rule defines rights that permit one of: unlimited play the selected portion, play of the selected portion for a designated period of time, and play of the selected portion a designated number of times.

78. (Original) The method according to claim 72, wherein the digital form of the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

79. (Previously Presented) A tangible computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 72.

80.-83. (Cancelled)

84. (Previously Presented) An e-commerce server, comprising:

a programmed processor;

a mass storage device storing a selection of A/V content, the A/V content comprising at least an audio portion, a video portion and a table of contents (TOC) file indexing a selected one of the audio and video portions;

program means, running on the programmed processor, for:

receiving a request for limited usage rights to a full selection of audio/video (A/V) content from a customer;

providing limited usage rights to the full selection of A/V content to the customer;

delivering the full selection of A/V content to the customer;

presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a

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soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image indexed by the TOC;

wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and enabling the customer to store the selected portion if the customer elects to complete the transaction.

85. (Original) The apparatus according to claim 84, wherein the A/V content is stored as one or more digital files.

86. (Original) The apparatus according to claim 84, wherein the TOC is stored as one or more digital files.

87. (Original) The apparatus according to claim 84, wherein the enabling comprises sending the customer a key code to permit the customer to store one or more digital files containing the selected portion.

88. (Original) The apparatus according to claim 84, wherein the transaction comprises receiving a payment from the customer; and permitting the customer to store the selected portion in accordance with a usage rule.

89. (Previously Presented) The apparatus according to claim 88, wherein the usage rule determines a number of copies of the selected portion that can be made.

90. (Previously Presented) The apparatus according to claim 84, wherein the menu has a menu selection for purchasing the selected portion.

91. (Previously Presented) The apparatus according to claim 84, wherein the program further comprises means for transferring the selected portion to the customer.

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92. (Original) The apparatus according to claim 91, wherein the means for transferring comprises one of: means for downloading the A/V content as one or more digital files, means for streaming the A/V content, and means for transmitting the A/V content as a real time transmission.
93. (Original) The apparatus according to claim 84, wherein the transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.
94. (Previously Presented) An apparatus for carrying out an e-commerce transaction, comprising:
- a programmed processor;
 - a mass storage device suitable for storing digital files;
 - program means, running on the programmed processor, for:
 - receiving a request for limited usage rights to a full selection of audio/video (A/V) content from a customer;
 - providing limited usage rights to the full selection of A/V content, wherein the audio and video content is indexed by a table of contents (TOC);
 - delivering the full selection of A/V content to the customer;
 - presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image indexed by the TOC;
 - wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and
 - enabling the user to store the selected portion as a digital file by reference to the TOC if the customer elects to complete the transaction.

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95. (Previously Presented) The apparatus according to claim 94, wherein the full A/V content is stored as one or more digital files.
96. (Original) The apparatus according to claim 94, wherein the enabling comprises receiving a key code and using the key code to store one or more digital files containing the selected portion.
97. (Original) The apparatus according to claim 94, wherein the transaction comprises sending a payment; and storing the selected portion in accordance with a usage rule.
98. (Original) The apparatus according to claim 97, wherein the usage rule determines a number of copies of the selected portion that can be made.
99. (Previously Presented) The apparatus according to claim 94, wherein the menu has a menu selection for purchasing the selected portion.
100. (Original) The apparatus according to claim 94, wherein the program further comprises means for receiving the selected portion from a content provider.
101. (Original) The apparatus according to claim 100, wherein the means for receiving comprises one of means for downloading the A/V content as one or more digital files, means for receiving streaming A/V content, and means for receiving the A/V content as a real time transmission.
102. (Original) The apparatus according to claim 94, wherein the transaction comprises one of a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

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103. (Previously Presented) One or more computer readable electronic storage media storing instructions which, when executed on a programmed processor, carry out a process comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

wherein the customer is presented with the opportunity in a menu displayed at least just prior to, during or just after presentation of the full selection of A/V content; and

enabling the customer to store the selected portion if the customer elects to complete the transaction.

104. (New) A method of delivering digital content, comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion, a video portion, and a table of contents (TOC) that indexes at least the audio portion and the video portion;

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providing limited usage rights to the A/V content to the customer based upon the first usage rule;

presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content subject to a second usage rule comprising at least one of a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times;

wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image, and the customer is presented with the opportunity in a menu displayed at least just prior to, during or just after presentation of the full selection of A/V content; and

enabling the customer to store the selected portion upon an election by the customer to complete the transaction.

105. (Previously Presented) A method for delivering digital content, comprising:

receiving audio video (A/V) content from a content provider, wherein the A/V content is received subject to a first usage rule and includes at least one portion which may be separately extracted from the A/V content and stored;

providing the customer with a menu of options, wherein the menu further comprises an option to complete a transaction to acquire additional rights in the at least one portion of the A/V content subject to a second usage rule;

extracting, in response to the customer completing the transaction, the at least one portion of the A/V content from the A/V content;

storing the at least one portion of the A/V content;

allowing the customer to separately execute the A/V content and the at least one portion of the A/V content;

controlling execution of the A/V content using the first usage rule; and

controlling execution of the at least one portion of the A/V content using the second usage rule.

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